

IN THE CLAIMS

This listing of the claim will replace all prior versions and listings of claim in the present application.

Listing of Claims

Claims 1-6 (canceled).

7. (previously presented) A base station comprising:

a storage section for storing therein advertisement information;

a radio communication section for transmitting and receiving data to and from a plurality of portable communication terminals in the form of a radio signal; and

a finder device for finding portable communication terminals present within a radio signal arrival range of said base station,

wherein, upon said finder device finding a portable communication terminal within the radio signal arrival range, said base station transmits a radio connection request to said portable communication terminal,

wherein said radio connection request transmitted by said base station requests whether a radio connection can be established with said portable communication terminal found by said finder device, and

wherein, upon receiving a radio connection approval from said portable communication terminal in response to said radio connection request, said base station transmits information for selection of advertisement information to said portable communication terminal and transmits the selected advertisement information to said portable communication terminal.

8. (previously presented) A base station as set forth in claim 7, wherein said storage section for storing therein said advertisement information includes means for storing first advertisement information and second advertisement information, wherein said second advertisement information comprises a more detailed version of said first advertisement information with respect to each advertisement object, for transmitting information for selection of the first and second advertisement information to the portable communication terminal, and for transmitting the selected advertisement information to said portable communication terminal.

9. (previously presented) A base station as set forth in claim 7, further comprising:

a communication section including means for transmitting and receiving data via a network;

a section including means for newly adding or deleting advertisement information with respect to said storage section for storing advertisement information according to instruction information received from a server system via the network; and

a section including means for updating information to select said advertisement information.

10. (previously presented) A base station as set forth in claim 7, further comprising a storage section for storing therein a found portable communication terminal as a found portable-communication-terminal history, and wherein, when the base station found the portable communication

terminal present within said radio signal arrival range, an identifier corresponding to the portable communication terminal is stored in said storage section for storing the advertisement information together with a found data.

Claims 11-15 (canceled).

16. (previously presented) A base station as set forth in claim 9, wherein section for updating information updates advertising information selection screen information.

17. (previously presented) A base station comprising:
a storage section for storing therein advertisement information;
a radio communication section for transmitting and receiving data to and from a plurality of portable communication terminals in the form of a radio signal; and

a finder device for finding portable communication terminals present within a radio signal arrival range of said base station,

means for, upon finding a portable communication terminal within the radio signal arrival range of said base station, transmitting a radio connection request from the base station to said portable communication terminal found by said finder device,

wherein said radio connection request transmitted by said base station requests whether a radio connection can be established with said portable communication terminal found by said finder device;

means for transmitting information for selection of advertisement information from said base station to the portable communication terminal, when the base station receives a radio connection approval from the portable communication terminal in response to said radio connection request; and

means for transmitting the selected advertising information to the portable communication terminal when the base station receives the connection approval from the portable communication terminal in response to said radio connection request.